

Press Release

5 September 2019



## **Asia Adult Expo 2019 – A Contented and Enchanting Journey!**

Asia Adult Expo (AAE) 2019 has ended with splendid success on 29 August 2019 at the Hong Kong Convention & Exhibition Centre. With about 200 exhibitors & brands from 8 countries and regions such as China, Hong Kong, India, Taiwan, Netherland, New Zealand, Russia and USA, featuring adult sex toys, lingerie, sensation healthcare products, DBSM etc., AAE provided trade visitors various choices of classy irreplaceable and trendy design.

### **3,800 Industry Players from 52 Countries and Regions**

Despite the current environment in Hong Kong, AAE 2019 had recorded great support of 3,800 trade visitors from 52 countries and regions including Australia, Brazil, Britain, Canada, Switzerland, Chile, China, Colombia, Denmark, Egypt, France, Germany, Hong Kong, Indonesia, India, Italy, Japan, Kenya, South Korea, Macao, Mexico, Malaysia, Netherlands, New Zealand, Panama, Philippines, Poland, Russia, Singapore, Sweden, Thailand, Turkey, Taiwan, Ukraine, USA, Vietnam, Spain and South Africa etc. Trade Visitors made their trip to AAE for sourcing, networking, looking for new market opportunities, and finding business partners. From the positive feedback from trade visitors, AAE showed its powerful global industry network to provide a professional and sustainable platform for adult industry.

### **Lingerie Spices to Make Life Different**

Growing demand for lingerie across the globe in the past few years increased consciousness among the females about their physical appearance and how various types of lingerie can enhance their confidence and sexual life. Seven'til Midnight, SUNSPICE, EDENKISS...the great feedbacks from the sexywear brands had demonstrated the potential of adult lingerie products. Nevertheless, many quality producers had showcased new items on corset, sexy Costume, men's underwear and SM bondage etc.

### **Cross-Culture and Cross-Industry Annual Industry Forum**

Starting from 2017, "The Future Adult Entertainment Forum" has been taken place with international speakers from adult health, business, media and professional stream to share the most up-to-date technology and products development directions to our exhibitors and visitors. This year, the topic chosen were embracing more cross-culture and industry.

Ranged from "How to Market the LGBT and Community on Social Media", "The Evolution of Interactive Devices", "Adult Toys Safety and Compliance" to "Sexual Health, Pleasure and Safety", equipped audience with 360° Knowledge of adult innovation and related factors from social media influencer, experienced inspection groups to health group.

### **[AAE 2020] 25-27 August 2020, Hong Kong Convention and Exhibition Centre**

AAE will continue to grow and expand from recruiting more exhibitors, inviting more international trade visitors and implementing more highlighted events into the next expo, aiming to expand the industry from different aspects. The next Asia Adult Expo will be held on 25-27 August, 2020 at the Hong Kong Convention and Exhibition Center.

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